Unit 3 - Using Social Media in Business
How Businesses Develop their Social Media Audience

Posting Engaging Content

https://www.facebook.com/mixtiles/videos/419278221408991 3

Or review Mixtiles Facebook page – top video

Mixtiles

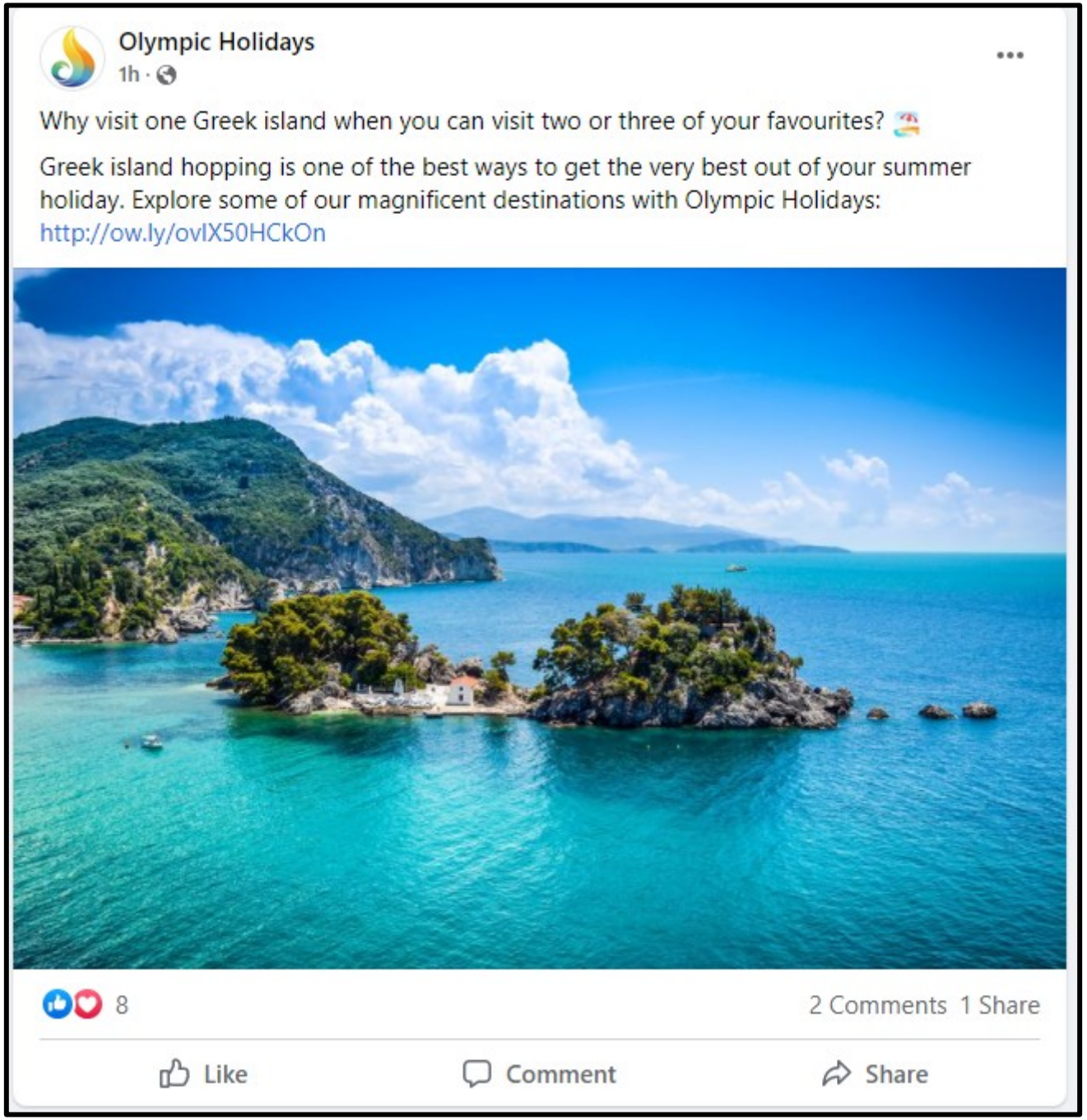
Mum and teenage son dancing together

Might appeal to Mum's who are probably a prime audience for Mixtiles

"Priceless Moment"

Posting Engaging Content

High quality images and text

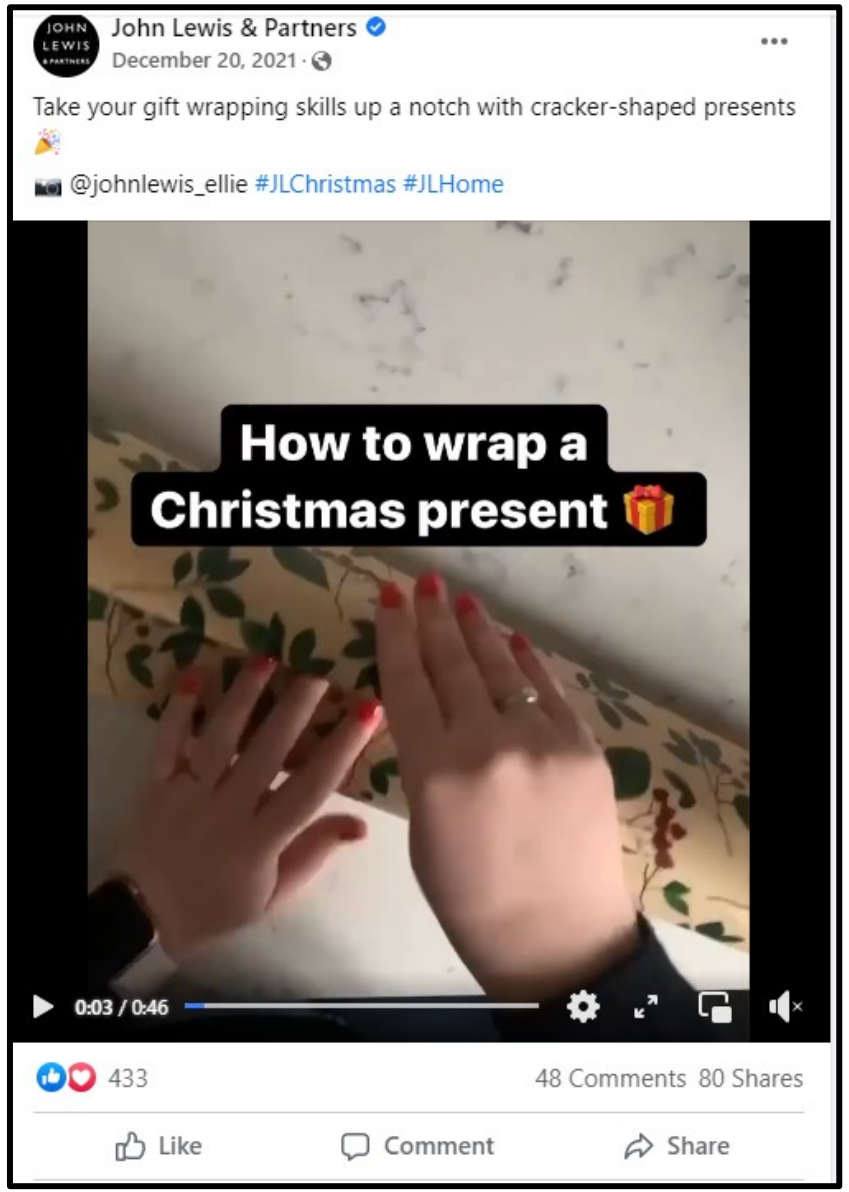

Olympic Holidays
1h ·
Why visit one Greek island when you can visit two or three of your favourites?
Greek island hopping is one of the best ways to get the very best out of your summer holiday. Explore some of our magnificent destinations with Olympic Holidays:
http://ow.ly/ovIX50HCkOn
8
2 Comments 1 Share
Like
Comment
Share

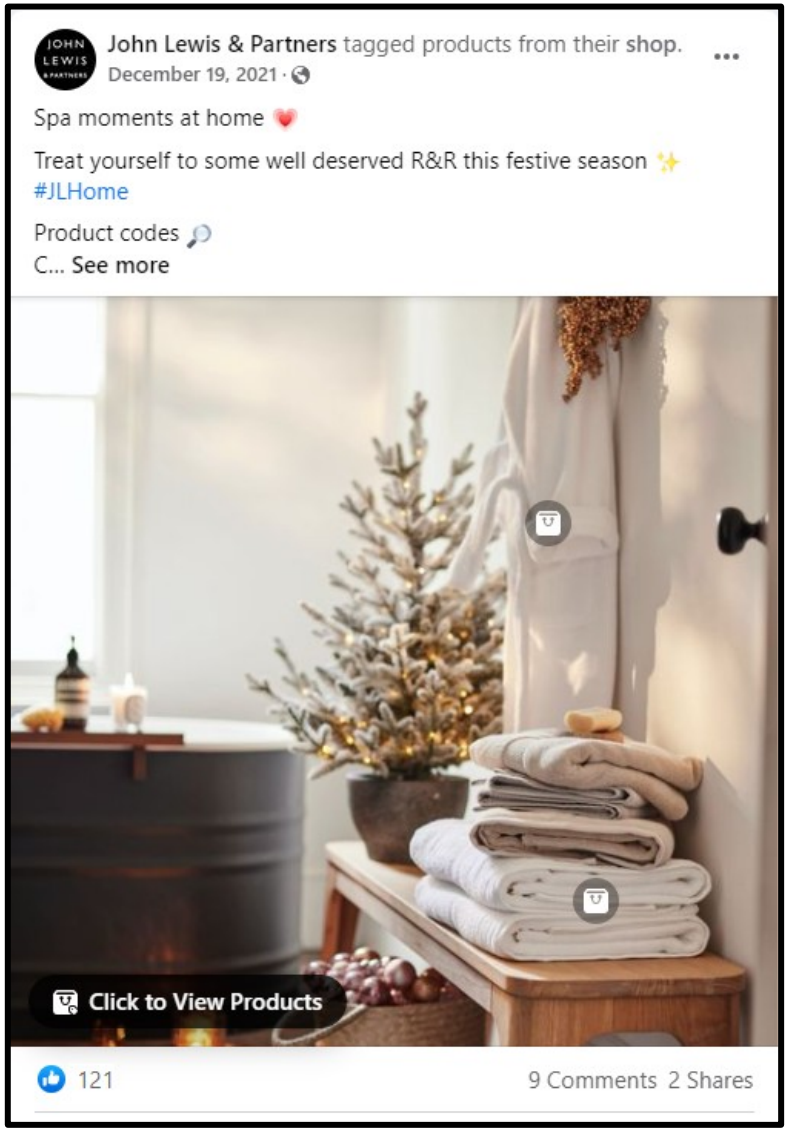
Posting Engaging Content

Analysing what content appeals based on likes shares and comments

Comparison of two John Lewis posts one day apart

The video is ‘indirect’ advertising – not promoting any product in particular




John Lewis & Partners tagged products from their shop.
December 19, 2021 ·
Spa moments at home
Treat yourself to some well deserved R&R this festive season
#JLHome
Product codes
C... See more
Click to View Products
121
9 Comments 2 Shares

Posting Engaging Content

Different audiences are engaged by different things!

Join Groups

Some allow advertising if you are a member. This one allows it on a Thursday only.

If a business puts a post on here advertising a product it could reach 16.2K members – many of whom may share it if the content is engaging (which means their friends see it too).

Really good for small local businesses.

Review whether the social media site you are analysing has groups

Search Engine Optimisation (SEO)

- Search engine optimisation is an attempt to improve the ranking of the website in unpaid search results – in otherwise get the website to appear near the top of the list when the user search's using key words
- So if a customer searches for a particular product or service – a company will pay to appear high up on the list so that the customer chooses them for that product or service.
- Customers are unlikely to click on a business that does not appear on the first page of search results
- All businesses want to improve their search engine rankings
- Using Google+ social media account is likely to help improve a business's search engine ranking
- SEO is a huge topic that large companies spend a lot of time and effort on
- SEO can be achieved by using relevant keywords in the web address and web page titles, encourage others to link the business website, be mobile friendly, ensure proper grammar and spelling

Search Engine Optimisation (SEO)

Keyword Strategy

- The choice of keywords is an important concept – for the company website and the content they post on social media
- Most people use a search engine such as Google when looking for something online
- Companies work hard to make sure their website or social media pages appear high up on the list in Google when a potential customer searches
- Keywords refer to the likely search text that a customer may type in
- To have a good online presence you need to make sure that these keywords appear in social media posts and the business profile as it will increase the likelihood of appearing high up in search results.
- It is important to conduct keyword research and have a clear strategy around use of keywords

Keyword Strategy

What Is Keyword Research?

Keyword research is the process of finding and analysing search terms that people enter into search engines with the goal of using that data for search engine optimisation (SEO)

Keyword research can uncover the popularity of certain search terms

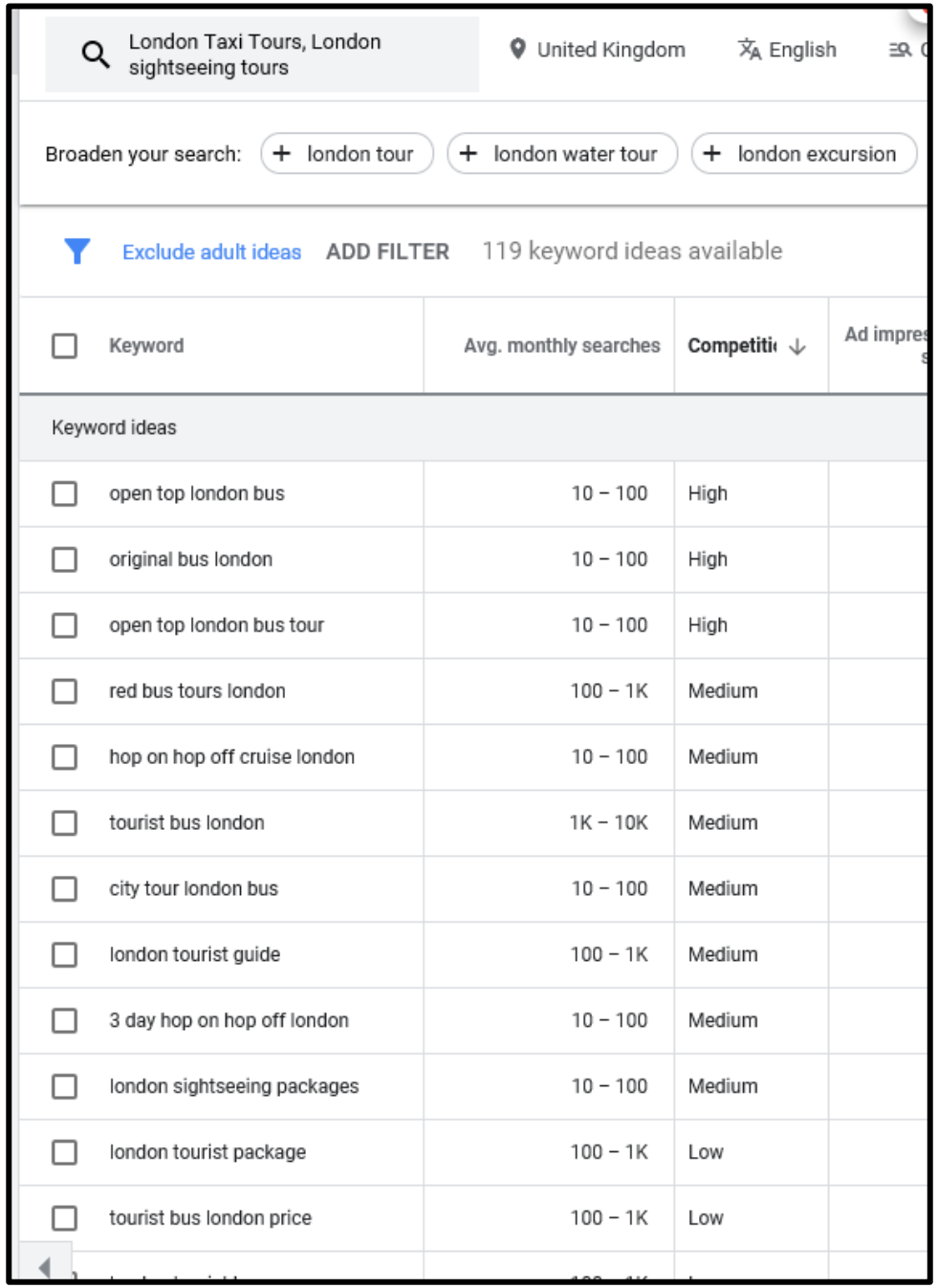
By researching keywords that are getting a high volume of searches per month, you can identify and sort your content into topics that you want to create content on and ensure you use the popular keywords in that topic.

Keyword Strategy

Keyword Strategy

Google AdWords
Keyword Planner

[Free Keyword Tool | WordStream]

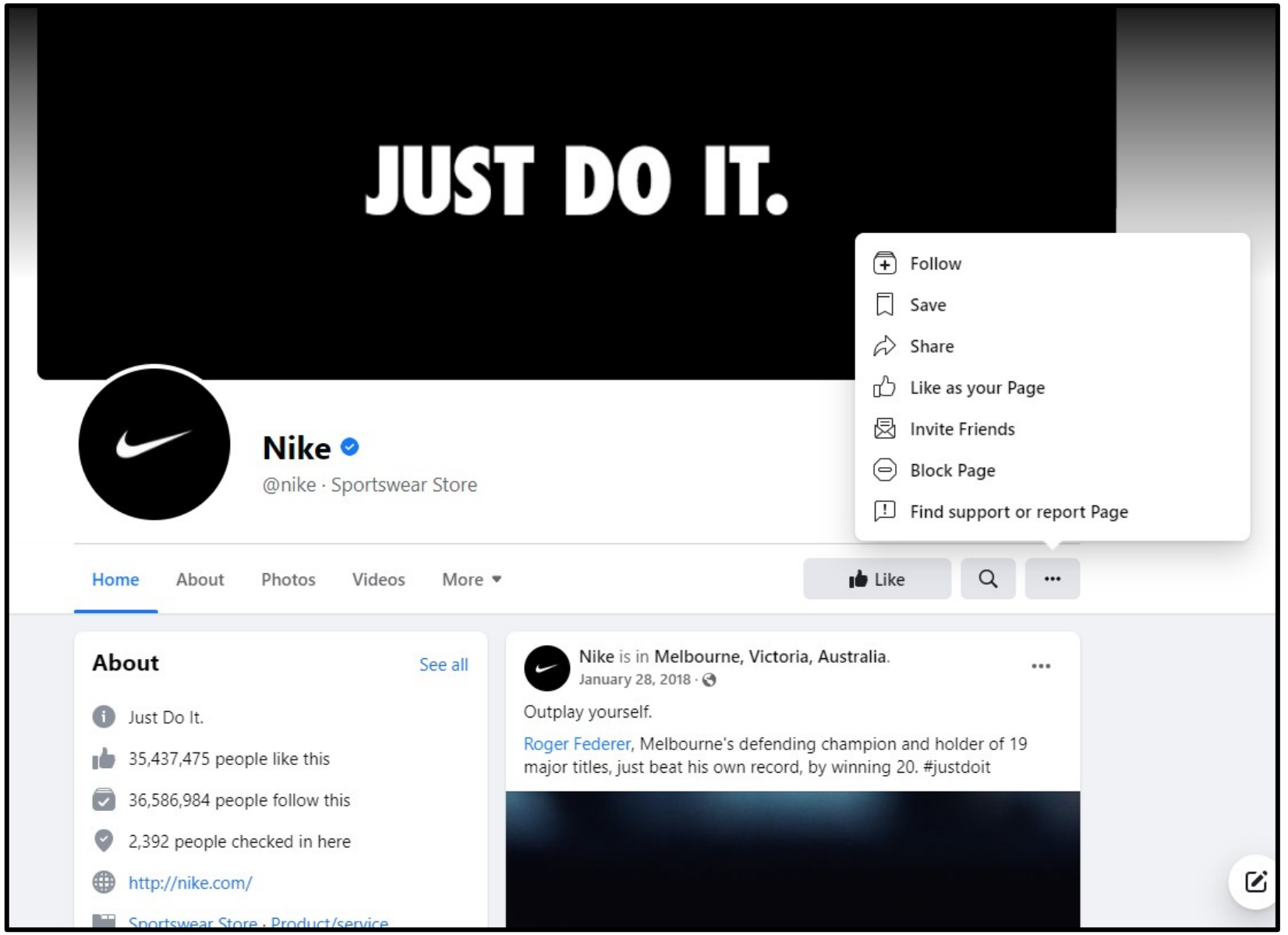

London Taxi Tours, London sightseeing tours
United Kingdom
English
Broaden your search:
+ london tour
+ london water tour
+ london excursion
Exclude adult ideas
ADD FILTER
119 keyword ideas available
Keyword
Avg. monthly searches
Competitiv
Keyword ideas
open top london bus 10 – 100 High
original bus london 10 – 100 High
open top london bus tour 10 – 100 High
red bus tours london 100 – 1K Medium
hop on hop off cruise london 10 – 100 Medium
tourist bus london 1K – 10K Medium
city tour london bus 10 – 100 Medium
london tourist guide 100 – 1K Medium
3 day hop on hop off london 10 – 100 Medium
london sightseeing packages 10 – 100 Medium
london tourist package 100 – 1K Low
tourist bus london price 100 – 1K Low

Question:

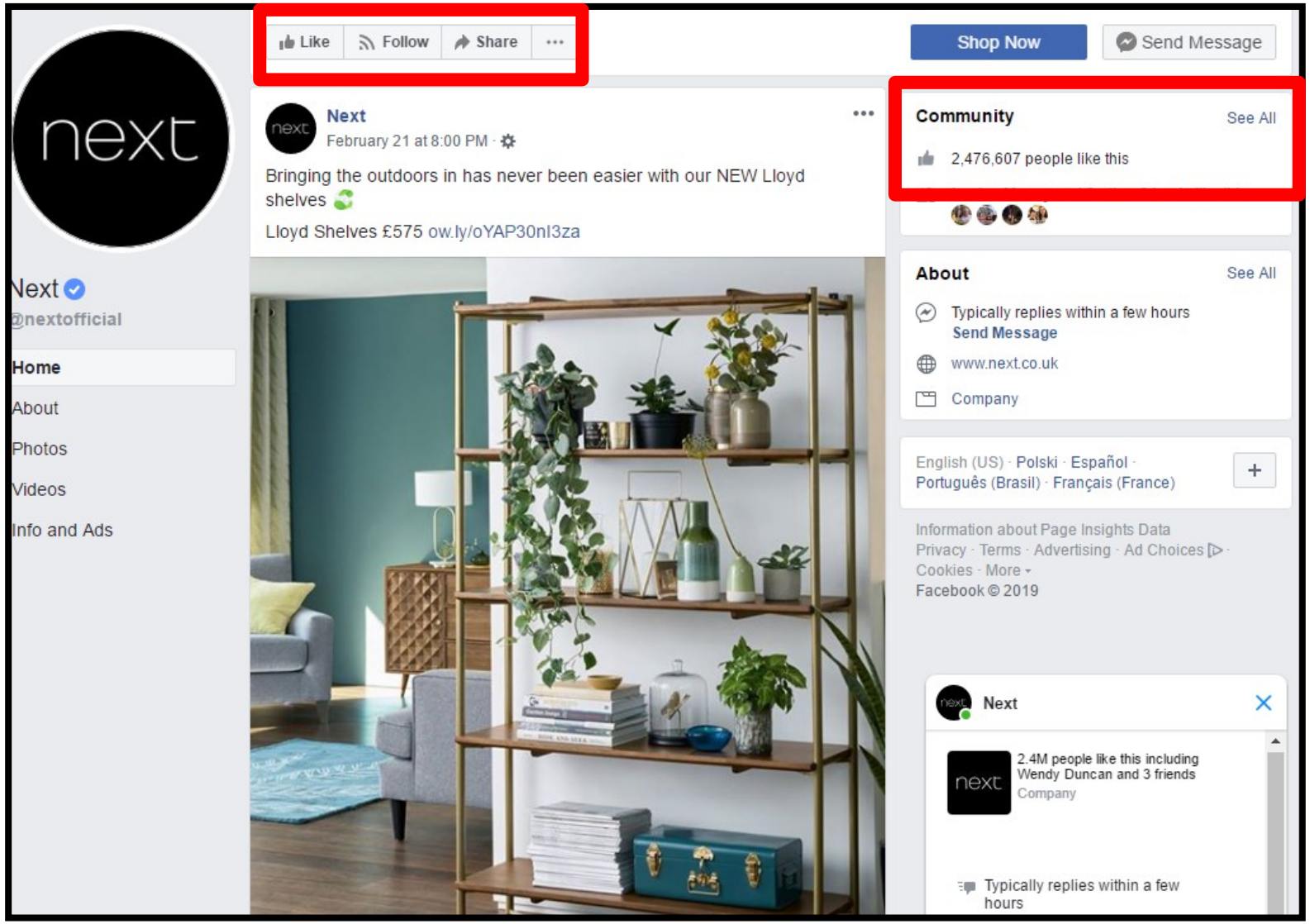
Note that the **‘open top London bus’** search term is high

How might you get that search term into the London Taxi Tour social media campaign?

Followers, Likes, Shares and Comments



Followers, Likes, Shares and Comments



Links to other businesses

Reciprocal links – businesses agree to provide links to each other's websites on their social media pages 'I link to you and you link to me' maybe on a special page headed 'our partners'.

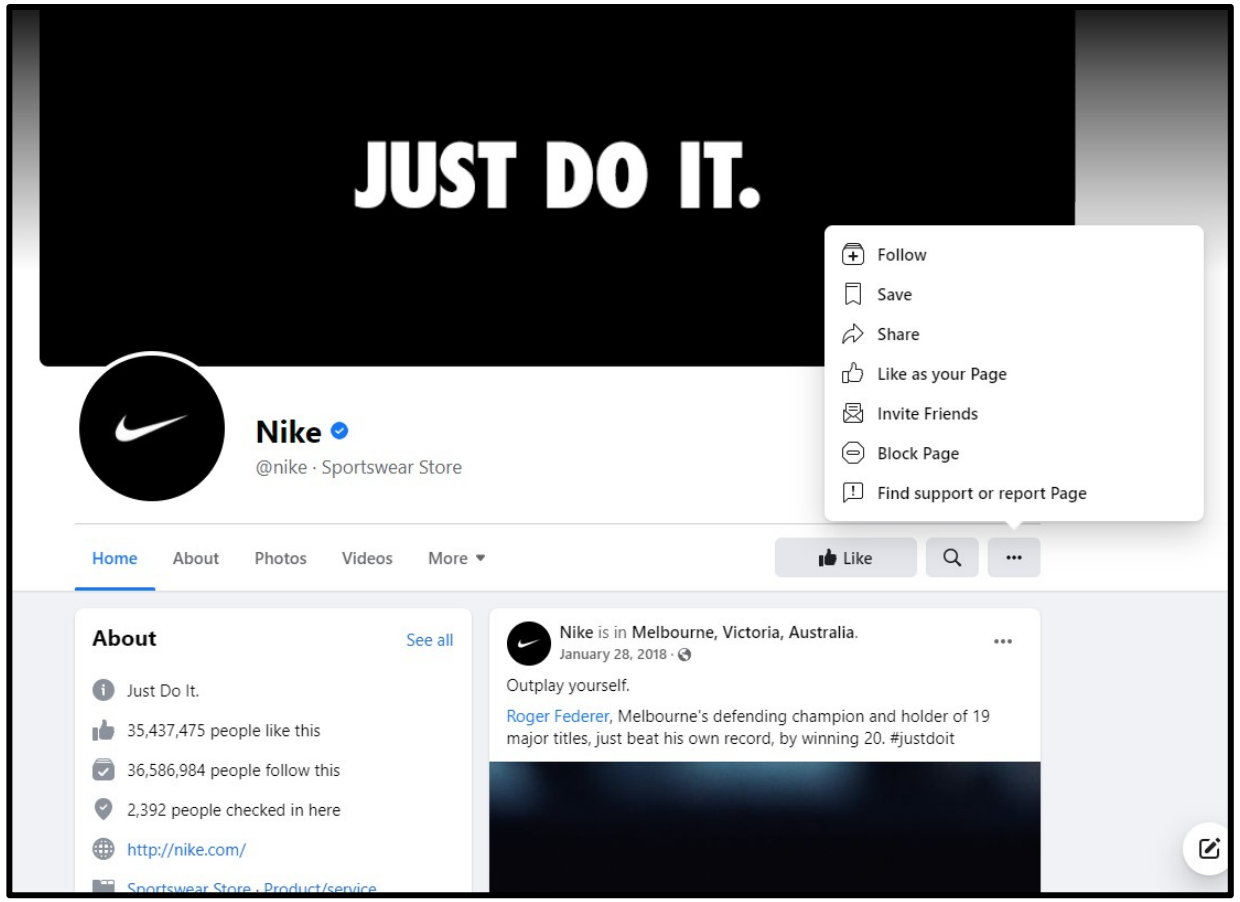
Why? Because search engines use the number of instances of a link to your website from another source as an indicator to boost rankings – push you to the top of the page on a given search.

Search engines though, altered their metric for calculating rankings when they realised that these links were being used to boost rankings, rather than an honest recommendation for that website. Reciprocal links are therefore of less value now.

This is a really good topic to show your evaluative skills. Should you? Shouldn't you? Read this article and give the pros and cons.

Should You Exchange Links With Other Businesses? - SEO Expert UK

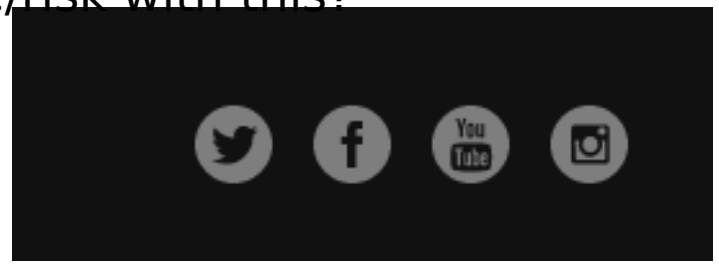
Company website links



Nike Facebook page and website – link to each other.

Individual posts should also have a weblink to go straight to the website in order to purchase.

Interesting point: Review the Nike Facebook page – it hasn't been updated since 2018 but the link from the website is still live. What is the issue/risk with this?



Analysing Usage Data

- Audience profile is an important concept – it describes the nature of people who have registered profiles with the social media site (age, gender, geographical location)
- Different social media sites have different types of audience profile – and this may change over time
- Business can use analytic tools to analyse the typical audience profile visiting their social media sites (tools provided by the social media platform)
- Analytic tools can also show businesses the effectiveness of individual posts – e.g. the amount of interaction (likes, comments, shares) – invaluable for marketing.
- It is difficult to get this type of analytical information from other media – TV, radio, newspaper, magazine adverts
- Allows businesses to really understand their target audience

Analysing Usage Data